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The Fifth Estate

Broadcasting ϟ Apr 9

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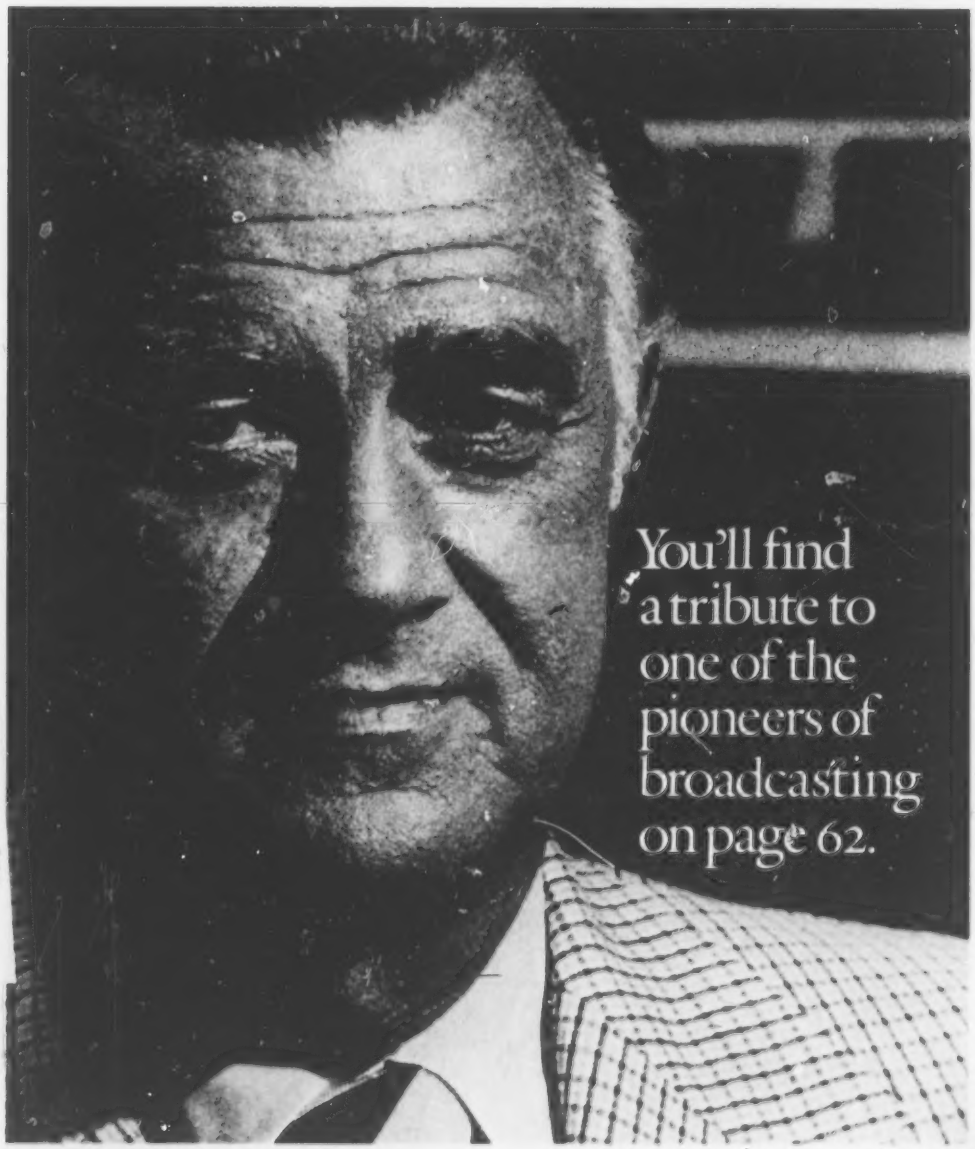

Petry Television, Inc., National Representatives, NBC Affiliate.

53d Year 1984

Vol. 106 No. 15

Broadcasting Apr 9

Mooney, Allen new NCTA leadership
Turner interested in purchasing ESPN
Special Report on satellites

SMOOTH TRANSITION □ Tom Wheeler steps down as NCTA president, Jim Mooney elected president. **PAGE 33.**

AT THE HELM □ In surprise move, Edward Allen is elected new NCTA chairman. **PAGE 34.**

CABLE COMPUTER □ Nabu Network, company that will deliver home computer software to cable subscribers, begins U.S. service; Wheeler to be president. **PAGE 35.**

CAROLINA LAUNCH □ CBS announces Charlotte television affiliate will launch its teletext service; decoder costs seen as hindering development at present. **PAGE 36.**

ESPN SALE □ Turner expresses interest in buying ESPN, cable sports network whose new owner, Texaco, has it on the block. **PAGE 38.**

DISK NIXED □ RCA folds videodisk operation; broadcast division posts record first-quarter sales. **PAGE 39.**

THE BIRDS □ Ten years ago, Western Union launched the satellite revolution, lifting Westar I into the heavens. In this "Special Report," BROADCASTING chronicles the development of a delivery system that has reshaped the Fifth Estate. Included are profiles of various satellite service companies and graphics illustrating the principal birds and their customers. **PAGE 43-68.**

MAY LINEUP □ New episodes of series, mini-series and theatricals dot schedules as networks prepare for May sweeps. **PAGE 68.**

FINANCIAL REBOUND □ KCET(TV) Los Angeles president William Kobin says beleaguered station is now on sound footing. **PAGE 72.**

SOLITARY MAN □ The FCC's newest commissioner, Dennis Patrick, is emerging as an independent voter. **PAGE 76.**

DAYTIMERS' NIGHTTIME REQUEST □ Daytime broadcasters ask Senate to give them even more operating hours than FCC has allowed. **PAGE 78.**

POWELL SALVO □ Former press secretary's memoirs criticizes journalists covering Carter administration. **PAGE 84.**

POLL POSITION □ Congressmen send letters to networks urging them to avoid reporting projections or voting tendencies during New York primary. **PAGE 86.**

BRINGING INTO LINE □ PBS expects to have president within next month; alters underwriting guidelines. **PAGE 92.**

THIRD PARTY □ Warner Amex and city of Cincinnati agree to arbitration over rate hike dispute. **PAGE 96.**

LOCAL HOPES □ Radio broadcasters are placing greater emphasis on local and co-op advertising dollars. **PAGE 99.**

BANK LINE □ John Oxendine, president of Broadcast Capital Fund, has put his financial expertise to the task of increasing minority participation in broadcasting. **PAGE 121.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Jacobs, New York.

Delta Faucets □ Line of Peerless faucets will be promoted in five-week flight to begin in early May in 21 markets. Commercials will run in prime time, news and sports programs. Target: men, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Parker Bros. □ Gyrus video cartridge game will be promoted in four-week flight

AdVantage

National spot. National spot radio billings for February rose 4.2% to $47,473,500 million, according to data released by Radio Expenditures Reports Inc. Top 10 markets, however, have dropped off 8.2% in spot business. Dallas-Fort Worth remains only major market registering increase—this time up 1%. Chart below highlights spot radio expenditures for February with distribution of dollars broken down by market size.

February
Spot Radio Business Expenditures

	1984	*1983*	*1984 vs. 1983 % change*	*1984 vs 1983 % change YTD*
January	39,953,400	39,173,600	+2.0	—
February	47,473,500	45,550,800	+4.2	+2.9

Market	*Feb. YTD 1984*	*Feb. YTD 1983*	*1984 vs 1983 % change*
1-10	31,899,600	34,855,600	– 8.5%
11-25	17,920,600	17,200,600	+ 4.2%
26-50	13,153,000	11,907,400	+10.5%
51+	24,434,900	20,972,400	+16.5%

Percentage Distribution In Top 50 Markets

1-10	50.7%
11-25	28.4%
26-50	20.9%

□

Need a lawyer? One of fastest-growing categories in television advertising is legal services, which climbed to $17.8 million in 1983, up 62% from 1982. Television Bureau of Advertising cites figures compiled by Broadcast Advertisers Reports to document growth in legal advertising. Largest TV advertiser in 1983 was Hyatt Legal Services, Kansas City, whose advertising on TV rose 36% in 1983 to almost $3.1 million. Other top advertisers in category included Jacoby & Meyers, $832,000; Larry H. Parker law office, $562,000, and Norton Frickey & Associates, $556,400.

□

MMT Sales in S.F. KBHK-TV San Francisco has appointed MMT Sales as national representative, replacing Katz Independent Television sales. Addition of KBHK-TV raises number of TV outlets represented by MMT to 33. KBHK-TV is owned and operated by Chris Craft Industries Inc./United Television Inc.

□

Winner. Popular "Where's the beef?" television commercial was edged out by Japanese advertisement for batteries for top honors in 24th International Broadcasting Awards sponsored by Hollywood Radio and Television Society. Thirty-second commercial for National Neo Hi-top batteries produced by Bushman Co. of Osaka, Japan, was chosen as television sweepstakes winner, top category for television commercials. Wendy's "beef" spot, produced by Sedelmaier Film Productions, Chicago, took top prize in two categories: best 30-second live action English-language commercial and best humorous commercial. Overall, U.S. took five of 12 television and three radio trophies.

□

Spanish rise. SIN Television Network reported advertising revenues in first quarter of 1984 rose by 50% over comparable period in 1983. SIN is projecting that annual advertising will reach $45 million this year, up from $37 million in 1983. Among spenders on SIN are Procter & Gamble, Johnson & Johnson, Shasta, Sunny Delight, Tampax, General Foods and Colgate-Palmolive.

□

Windy City strong. Henry Siegel, chairman of Lexington Broadcast Services, New York, lauded Chicago as "booming marketplace" of LBS advertiser-supported syndication. He told luncheon meeting of Chicago agencies and advertisers on March 29 that more than $40 million of $130 million in national advertiser sales for LBS 1984-85 program would originate in Chicago. In 1984-85, according to Siegel, LBS Network will present schedule of more than 20 TV series including *Fame*, *Too Close For Comfort* and *Heathcliff*. He said one-third of LBS's inventory of more than 10,000 national 30-second spots will be taken up by Chicago-area advertisers and agencies. Clients include Kraft, S.C. Johnson, Seven-Up, Pillsbury, Kimberly-Clark and Sears, Roebuck.

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ABC ABP American Business Press Inc

Founded 1931. *Broadcasting-Telecasting* ® introduced in 1946. *Television* ® acquired in 1961. *Cablecasting* ® introduced in 1972 □ ® Reg. U.S. Patent Office. □

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TELEVISION. Cablecasting.

After 10 years of satellites, the sky's no limit

The launch that launched the satellite business—Western Union's Westar I blasting off from Florida on April 13, 1974. Launches of succeeding communications birds are shown on the following pages.

Since the 1974 launch of Westar I, communications satellites have almost single handedly rescued the cable television industry, made independent TV stations more competitive and opened up new worlds for programers, journalists and advertisers in both radio and television

Ten years ago this Friday—April 13, 1974, at 7:33 p.m. NYT, to be exact—Western Union launched Westar I from NASA's Kennedy Space Center into geostationary orbit, making it the nation's first domestic communications satellite.

Since then, the "golden spike of the American skies," as the satellite was called by former *Newsweek* President Gibson McCabe in one of the first messages to be carried by it, and a score of similar satellites that have taken their place alongside it thousands of miles above the equator, have been transforming the Fifth Estate in ways that have yet to be fully understood or measured.

The domestic communications satellites, which created a whole new economic order for long-distance communications, rejuvenated the cable television industry, provided a new source of programing for broadcast stations—network affiliates as well as independents—revolutionized electronic news gathering, provided an alternative to AT&T for private long-distance telecommunications (voice, data and video) and set the stage for direct-to-home satellite broadcasting.

That the business of satellite communications has prospered and has made its mark so deeply on the communications industry is attributable not only to the technology, but also to a federal regulatory policy that encouraged the launching of multiple satellites by multiple companies and the proliferation of small, inexpensive earth stations.

Westar I was the culmination of years of research and development. Having successfully bounced radio transmissions off the earth's only natural satellite—the moon—scientists in 1960 launched an artificial one, Echo I. Once the 100-foot diameter spherical balloon achieved its low orbit, the scientists bounced signals off its metallic surface from one earth station to another just as they had with the moon.

Echo I was followed by a series of low-orbit communications satellites with active electronics that could receive signals from the ground, change their frequency and retransmit them back to earth. But the satellites were impractical for commercial communications because they required large, costly earth stations to track them as they moved across the sky and because they were

useless after they dropped below the horizon.

The forerunners of today's communications satellites were the Syncom satellites, the first geosynchronous satellites. Launched to an altitude of around 22,300 miles and placed over the equator, the satellites orbited the earth at the same rate the earth rotates on its axis so that the satellites appear from the ground to be stationary. Syncom I failed shortly after launch in February, but a few months later, Syncom II achieved orbit and proved the concept.

Satellite technology advanced rapidly through the efforts of Intelsat, a consortium of several countries organized in 1964 to develop a world satellite network. Beginning in 1965 with Early Bird, Intelsat launched a series of satellites that refined the technology later used to produce Westar I and every satellite in use today.

Cable TV's Salvation

Cable TV has benefitted most from the advent of communications satellites. In the early 1970's, the industry was stagnant. It served millions of small-town viewers, delivering clear reception of broadcast stations, but it had nothing to offer big-city and suburban viewers and wasn't growing. What's more, it wasn't generating enough revenues to justify the extremely high cost of wiring the big cities.

But all that changed on Sept. 30, 1975, when Time Inc.'s Home Box Office, the original pay television service, began to distribute its 12-hour mix of movies, sports and specials to cable affiliates via satellite. Suddenly, HBO could economically deliver its pay television service to every cable system in the country. Recognizing the profit potential of pay television, cable systems installed receive-only earth stations to downlink the feed and offered it to their subscribers, who gladly paid several dollars a month for the service.

The pay television revenues from HBO and its many followers transformed the economics of cable television, making the wiring of major markets feasible and touching off a period of explosive growth that has yet to peter out. Today, the industry counts more than 30 million subscribers and, according to the National Cable Television Association, is adding new ones at a rate of between 400,000 and 500,000 a month.

When HBO began thinking about satellite distribution, it only had two carriers from which to choose. After receiving bids from Western Union and RCA Americom, HBO chose RCA even though the carrier had to sublease time on the Westar system for several months to handle the HBO traffic while waiting for its first satellite, Satcom I, to go into service. Satcom I was launched on Dec. 12, 1975. HBO was shifted to the new bird a few months later after it became operational.

Whatever RCA had to do to get the HBO business, it paid big dividends. According to RCA's Harold Rice, vice president, video-audio services, HBO and its cable affiliates "created a network of earth stations looking at a single bird." A steady stream of cable programers seeking to serve cable systems through the network went to RCA Americom looking for space on Satcom I.

The impact of the loss of HBO's business was felt quickly at Western Union. Hughes Television President John Tagliaferro, who worked at Western Union at the time and was involved in finding users for the Westar capacity, says he received a call one day in 1976 from Ted Turner, who wanted a transponder so he could deliver his Atlanta independent WTCG(TV) (now WTBS), to cable systems across the country. "I personally thought he was crazy," he recalls. "Who wouldn't have? Who would want to watch this independent in Atlanta outside of Atlanta?" Nonetheless, Western Union quoted him a price and worked to get the business, he says, but "that advantage of being alongside HBO was overwhelming" and Turner signed with RCA as did numerous other cable programers.

By November 1979, all but four of Satcom I's 24 transponders carried cable programing. The lineup included some services that are still thriving (superstations WTBS, WOR-TV New York and WGN-TV Chicago, C-SPAN, ESPN, Showtime and CBN) and some that folded or merged into something else (the Star Channel and UPI Newstime).

Since 1979, however, RCA has had its troubles. Satcom III, which was to replace Satcom I as the primary distributor of cable programing, disappeared in space shortly after its launch in December 1979. "It was a terrible blow," Rice says. "It was a year and a half before we could send up a replacement and we lost a lot of business." According to Rice, the inability of RCA to accommodate all the cable programers clamoring for satellite time allowed Hughes Communications to get a foothold in the cable programing delivery business.

Hughes had an unusual marketing plan for its Galaxy I. Instead of leasing the transponders on a common carrier basis as RCA and Western Union did, it would sell the slots to select cable programers, thereby creating a lineup of programing attractive enough to persuade cable operators to install earth station pointed toward the satellite. The strategy has apparently been successful. The current Galaxy lineup includes HBO (HBO and Cinemax), Turner (CNN and CNN Headline News), Viacom (Showtime and The Movie Channel), Group W (The Nashville Network and regional sports), Eastern Microwave (superstation WOR-TV New York), CBN, C-SPAN, BET, ESPN, The Disney Channel and SIN (SIN and GalaVision.). To insure that there are plenty of earth stations aimed at the satellite, the Galaxy programers are pooling several million dollars to buy earth stations for installation at cable systems that meet certain criteria.

RCA feels it has a chance to recover any cable business it loses to Hughes. Galaxy I is attractive to cable programers, Rice says, because it has relatively high-power transponders that can deliver signals to earth stations with antennas as small as six or seven feet in diameter. The capability will permit the Galaxy programers to offer service to cable affiliates, multiple unit dwellings and individual homes at the same time, he says.

But RCA's three-satellite Ku-band system, the first satellite of which is slated for launch in the spring of 1985, Rice says, will

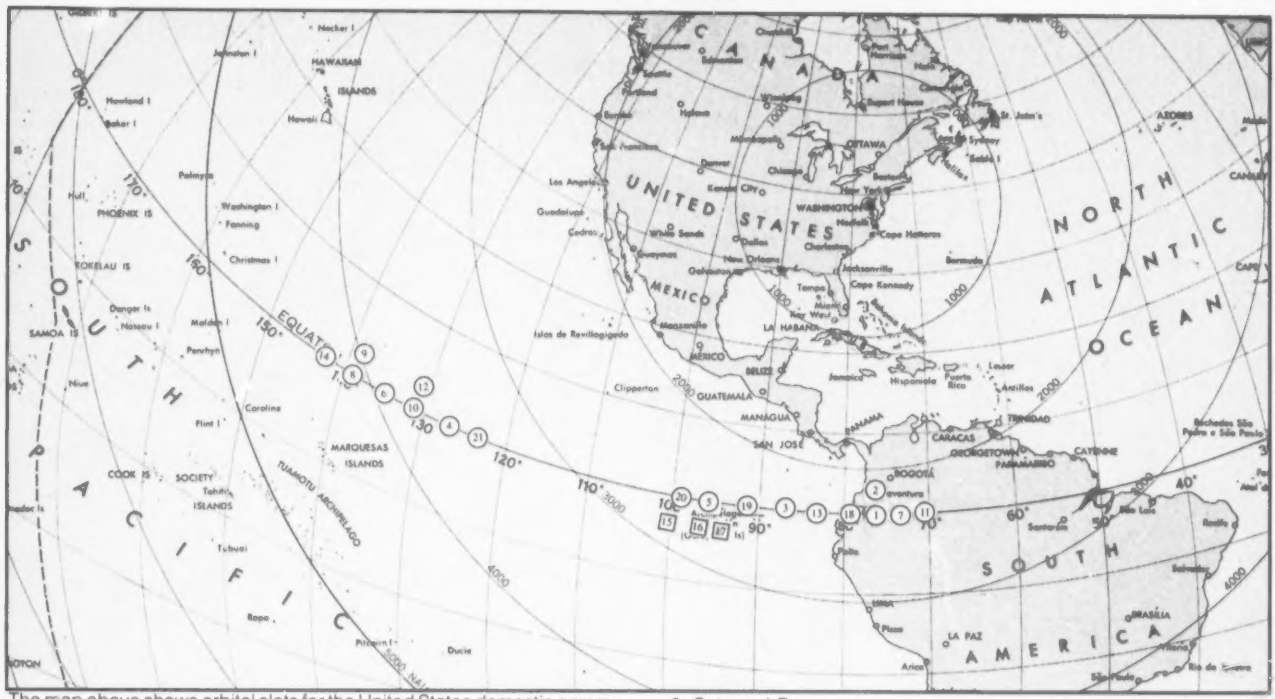
Westar II—Oct 1974

Satcom I—Dec 1975

Satcom II—March 1976

Comstar I—May 1976

Where the birds are


CANADA
UNITED STATES
MEXICO
NORTH ATLANTIC OCEAN
SOUTH PACIFIC OCEAN
SOUTH AMERICA
EQUATOR
HAWAIIAN ISLANDS
PHOENIX IS
TOKELAU IS
SAMOA IS
COOK IS
SOCIETY ISLANDS
MARQUESAS ISLANDS
TUAMOTU ARCHIPELAGO
OTTAWA
WASHINGTON
MEXICO
LA HABANA
MANAGUA
SAN JOSE
BOGOTA
CARACAS
GEORGETOWN
PARAMARIBO
CAYENNE
LA PAZ
BRASILIA
Los Angeles
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Baker I
Hull
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Washington I
Fanning
Christmas I
Danger Is
Nassau I
Malden I
Penrhyn
Niue
Caroline
Flint I
Tubuai
Rapa
Pitcairn I
Ducie
Necker I
Johnston I
Hawaii
Wake I
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Amsterdam I
St. Paul I
Tasmania
Hobart
Macquarie I
Auckland Is
Campbell I
Antipodes Is
Chatham Is
Kermadec Is
Norfolk I
Lord Howe I
Tonga Is
Fiji Is
Wallis I
Futuna I
Samoa Is
Tokelau Is
Phoenix Is
Line Is
Gilbert Is
Marshall Is
Wake I
Johnston I
Palmyra
Howland I
Baker I
Hull
Caroline
Flint I
Tubuai
Rapa
Pitcairn I
Ducie
Niue
Penrhyn
Nassau I
Malden I
Danger Is
Christmas I
Fanning
Washington I
Tokelau Is
Samoa Is
Phoenix Is
Hawaii
Necker I
Johnston I

Up in the air with DBS

DBS permittee	*Operational satellites*	*Transponders per satellite*	*Coverage of each satellite*	*Channels of service*	*Orbital slots (west longitude)*
CBS	2	6	Half CONUS *	6	101,148
DBSC	2	10 [1]	Half CONUS	10 [1]	101,148
Graphic	2	2	Half CONUS	2	119,148
RCA	4	6	Time zone	6	101,119,148,157
STC	3 or 4 [2]	3 or 6 [2]	Half CONUS	6	101,148
USSB	2	6	Half CONUS [3]	3 [3]	101,148
VSS	2	6	Half CONUS	6	119,148
Western Union	4	4	Time zone	4	101,119,148,157

* CONtinental U.S.

[1] Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

[2] STC plans to provide six channels of service to the Eastern half of CONUS through two co-located three-transponder satellites at 101 degrees west longitude; it plans to provide similar service to western half of CONUS through two three-transponder satellites or, more likely, one six-transponder satellite at 148 degrees.

[3] Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 101 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone.

cast networks and their affiliates talked about using the satellites for network program distribution. With the federal government paying the bills, the Public Broadcasting Service acquired transponders on the Westar system and made the switch from the the ground to the sky in 1978 and 1979. (Today, the PBS distribution system comprises four transponders and 179 earth stations.) But the commercial networks are only today getting around to moving to the satellites. NBC has awarded a contract to Comsat General to put together a satellite distribution network by the beginning of next year. Having leased capacity from AT&T on its Telstar system, ABC and CBS are creating their own satellite networks.

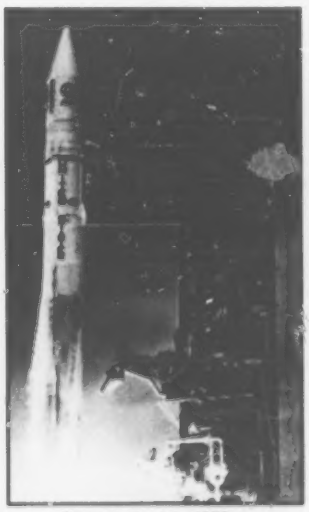
NBC has the most ambitious and costly plans for satellite distribution. Twenty-two NBC stations in the middle of the country are already outfitted with fully redundant earth stations and receiving up to five hours a day. Some time in early May, the terrestrial links to the 22 are scheduled to be cut and they will receive all their programing from the sky. Comsat General, meanwhile, is moving ahead with the installation of earth stations at around 150 additional stations and, if all goes well, NBC should be an all-satellite network by early 1985. NBC is the only network that plans to use Ku-band satellites rather than the lower-frequency C-band birds. The service is starting out on Satellite Business Systems' SBS system, but will migrate to RCA's Ku-band system in 1985.

CBS's transition to satellite will be gradual, says David White, the network's vice president, administration, operations and engineering. Nine stations in the Southwest (from Wichita Falls to Los Angeles) were on line by March 1, he says, and the terrestrial links to those stations were set to be pulled out today (April 9). Over the next three years, stations in region after region will be switched to satellite. In late 1986 or early 1987 the stations in the Northeast corridor will be linked to the birds and the entire network will be satellite-interconnected.

ABC has yet to make a full commitment to satellite distribution. According to William Hynes, director of telecommunications, broadcast operations and engineering, ABC-TV will begin satellite distribution in the mountain and central time zones by the end of the year. The affiliates in those areas, at their own expense, will install either a 9.3-meter or 7.3-meter primary antenna and a 4.5-meter backup dish, he says.

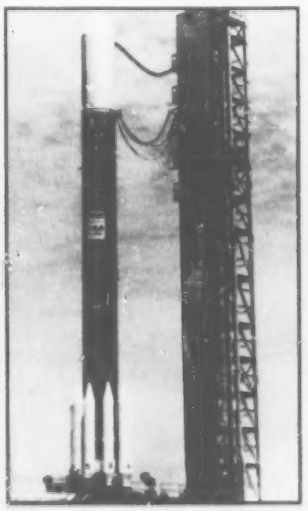
ABC is holding off a switch to satellites in the Pacific and Eastern time zones, Hynes says, until it "knows what technology is available." With the rapid developments in optical fiber technology, he says, it may make sense to leapfrog satellites and use it to serve affiliates on the East and West Coasts. "We don't want to be delivering by satellite to areas that may be better served by fiber optics or some other technology," he says. One of ABC's chief concerns in finding alternatives to AT&T, he says, "is holding our distribution costs where they are now."

Western Union always thought it would be the satellite carrier of the broadcast networks. Over the past decade, Tagliaferro says, Western Union (as well as the other satellite carriers) made proposal after proposal to them. But like the cable business, the broadcast network business, except for PBS, eluded it. Although James Ragan, WU's vice president, personal communica-



Comstar II—July 1976

Comstar III—June 1978



Westar III—Aug. 1979

SBS I—Nov. 1980

tions and satellite services, admits Western Union actively sought the business, he never thought the carrier had a chance of really landing it and was not surprised that ABC and CBS ended up with AT&T. "We never thought the Westar system was going to sink below the horizon because we didn't get the networks," he says. "It seemed to me unless there was a gross marketing error on the part of AT&T, the networks would work out their satellite transmission needs with AT&T."

Radio takes to the sky

Excited by the flexibility, economies and high-quality of satellite communications,

Field guide to birds

The folowing charts plot the principal satellites of the Fifth Estate and their users. The satellites (and their owners): Galaxy I (Hughes); Westar V (Western Union) and Satcom III-R and IV (RCA). Blank transponders are used for backup, occasional use or are reserved for the future.

Galaxy I

Transponder	Owner/leasee	Service
1	HBO	future
2	Group W	Nashville Network
3	HBO	HBO East Coast feed and to be used for upcoming scrambled test
4	Disney Channel	East Coast feed
5	Viacom	
6	Spanish International Network	SIN
7	Turner Broadcasting	CNN
8	Group W-Turner Broadcasting	CNN Headline News
9	ESPN	ESPN
10	Viacom	
11	CBN	CBN
12	Group W	Home Team Sports
13	C-SPAN	C-SPAN
14	Viacom	The Movie Channel (West Coast)
15	Eastern Microwave	WOR-TV New York
16	Viacom	
17	HBO	Black Entertainment Television
18	Turner Broadcasting	incoming feeds
19	HBO	Cinemax East Coast feed
20	Spanish International Network	GalaVision
21	HBO	future use
22	Group W	Seattle Superchannel
23	HBO	HBO East Coast feed
24	Disney Channel	West Coast feed

Satcom III

Transponder	Owner/leasee	Service
1	Warner Amex Satellite Ent.	Nickelodeon/Arts & Entertainment
2	PTL-The Inspirational Network	religious programing
3	United Video	WGN-TV Chicago
4	Sports Time	Sports Time/FNN
5	Showtime/TMC	The Movie Channel
6	Southern Satellite Systems	WTBS(TV) Atlanta
7	ESPN	sports programing
8	Christian Broadcasting Network	CBN Satellite Network
9	USA Network	variety
10	Showtime/TMC	Showtime (West Coast)
11	WASEC	Music Television
12	Showtime/TMC	Showtime (East Coast)
13	HBO	West Coast feed
14	Turner Broadcasting System	Cable News Network
15	Turner Broadcasting System	CNN Headline News
16	ACSN-The Learning Channel	day-The Learning Channel
	Group W	evening-Home Theater Network
17	Lifetime	health programing
18	Reuters Limited	day-News View
		evening-Eternal Word TV Network
19	C-SPAN	House coverage
20	HBO	Cinemax East Coast feed
21	Landmark Communications	The Weather Channel
22	HBO	morning-Modern Satellite Network
		HBO promo feed
23	HBO	Cinemax West Coast feed
24	HBO	HBO East Coast feed

Westar V

Transponder	Owner/leasee	Service
1D	Hughes Television Network	
1X	CBS	
2D	Group W	WOR-TV New York
2X	Dow Jones	
3D	Citicorp	
3X	Dow Jones	
4D	CBS	
4X	Group W subleased to Hughes TV	Sports Vue Network (Wisconsin sports network)
5D	American Satellite	
5X	Wold Communications	Disney (West Coast)
6D	Group W	
6X	Wold Communications	Disney (East Coast)
7D	American Satellite	
7X	Group W	Pro Am Sports Systems (Michigan regional sports network)
8D	Group W	Madison Square Garden/TVSC
8X	Group W	
9D	Group W	Nashville Network
9X	Group W	
10D	Citicorp	
10X	American Medical Building	
11D	Group W	
11X	Digital Communications	
12D	Group W	Arts & Entertainment
12X	Tele-Communications Inc.	BET

Satcom IV

Transponder	Owner/leasee	Service
1	HBO	future use
2	CBS	day-Financial News Network
		evening-Bravo
3	Southern Satellite Systems	Satellite Program Network
4	WASEC	Home Sports Entertainment (Dallas)
5	ABC	future use
6	Business Times	financial service
7	National Christian Network	religious programing
8	Netcom	
9	Cablevision Systems	regional pay sports
10	RCA	
11	WASEC	Qube Network/Home Sports Entertainment (Houston)
12	CBS	evening-Playboy Channel
13	RCA	
14	Netcom	
15	Viacom	
	Group W	evening-Biznet
16	Netcom	
17	Trinity Broadcasting Network	religious programing
18	RCA	
19	RCA	
20	Sports Time	regional pay sports
21	RCA	Nostalgia Channel
22	ABC	
23	National Christian Network	religious programing
24	NBC	

the radio networks were quick to adopt the technology. Over the past five years, satellite-delivered programing has become a mainstay of radio broadcasting. The first networks began making the move to Westar I in 1978 and 1979. The Mutual Broadcasting System, National Public Radio, RKO Radio Network and AP Radio were among the first to offer affiliates programing by way of the satellites.

The ABC, CBS and NBC radio networks, like their television counterparts, didn't rush into satellites. They studied the cost and quality associated with service on Western Union and RCA and ultimately opted for the latter. The gradual switch of their affiliates from landlines to satellites was completed late last year. RCA has congregated all its radio customers on Satcom I-R, which was launched April 1983 and which RCA intends to make its "radio bird." Joining ABC, CBS and NBC on the satellite are RKO, which made the move to Satcom I-R from Westar III last October, and Westwood One, a radio program syndicator which signed a multiyear lease for space on the bird just last month. Rice expects Mutual Broadcasting and other radio networks, now on the Westar system, to wind up on the satellite. Some 3,500 radio stations now have earth stations aimed at Satcom I-R and "in two years, every radio station will have a dish "looking at our bird," predicts Rice.

Syndicators At Home On Birds

Even though the television networks have been slow to use satellites for program distribution, most commercial broadcasters have found good reason to have an earth station, or two or three. Through such satellite service companies as Wold and Group W's TVSC, program producers and distributors have been putting some of their best material on the satellites.

"Our hottest business right now is the distributing of syndicated shows," says Wold. To make things as easy as possible on broadcast stations, he says, the company has congregated most of the syndicated programing it handles on a single transponder of AT&T's Telstar 301, which it calls the Wold Satellite Television Network. Congregating the programing on one satellite permits stations to downlink a wide variety of programing without having to swing their dish from one satellite to another, he says. Since Telstar 301 is the same satellite ABC and CBS have designated for the distribution of their network programing, some ABC and CBS affiliates will enjoy the extra benefit of being able to downlink network and syndicated programing without having to move their antenna, he says.

"I don't think [all syndicated programing] will ever be delivered by satellite," says Wold. The satellite carriers can't compete with the bicyling of videotapes, where each station receives a tape in the mail, makes a dub and forwards it to the next station, unless the owner of the programing wants his product to reach all his stations at the same time or during a relatively short period of time. *Entertainment Tonight* is "a classic example," he says. "We deliver it simultaneously to every station. It's a topical show. It has to be out today."

Distributors of first-run and off-networks programs are also willing to pay a premium for the speed of satellites, Wold says. Some barter syndicators "like to get their shows delivered on a single drop because if you go on a bicycle, the advertising gets out of sync." Wold cites, as an example, *On Stage America*, a musical variety show that Wold will be transmitting twice each Saturday by satellite for Metromedia Producers.

George Sperry, vice president and general

Seven in satellite services

Bonneville Satellite Systems

Group broadcaster Bonneville International's early interest in satellite communications led, after a couple of organizational twists and turns, to the formation of Bonneville Telecommunications/Satellite Systems Division last summer.

The satellite division, according to Bruce Hough, the division's vice president/general manager, is a full-service satellite network company, ready to move just about any type of video to any location the customer demands.

The division has been built on news. To bolster the news gathering capability of its owned television stations, Hough says, Bonneville acquired a transponder on Westar I and set up a Washington news bureau in 1979 "before it became fashionable." Leasing space near the Capitol, Bonneville set up a studio and operations center and began beaming its stations regular news feeds.

Satellite communications has had a major positive impact on news gathering, he says, and Bonneville feels it has been partly responsible for it. By making available satellite time—as little as 10 minutes at a time—and production equipment at a reasonable cost, he says, "we feel we made it cost-effective for television stations to broadcast news out of Washington."

Sports is another market where Bonneville is coming on strong. It got its start in 1981, handling the basketball games of Brigham Young University. Last year, it transmitted more than 300 collegiate and professional basketball games and, next year, it hopes to double that number. In addition, it has distributed many one-time or annual athletic events.

From the beginning, Bonneville has been active in satellite teleconferencing. And with the addition of an uplink in San Diego and an interconnected operations center in Los Angeles, Hough says, Bonneville is set to expand in syndicated programing transmission as well.

Whatever Bonneville does, it should have plenty of satellite capacity with which to do it. It holds four transponders on Westar IV and will acquire three (or possibly four) transponders on GTE Spacenet I, which is scheduled for launch on May 22.

Hughes Television Network

The 1984 Major League Baseball season opened last Monday (April 2) and the Hughes Television Network could not have been more pleased. Between opening day and the final day of the season in October, the division of New York's Madison Square Garden Corp. expects to transmit (mostly by satellite) more than 1,000 baseball games for broadcast on local television stations or cablecast on regional sports networks.

And it's not just baseball that swells Hughes's annual revenues. According to Hughes President John Tagliaferro, Hughes is a company for all seasons. In addition to the baseball games, which he says will burn up more than 3,000 hours of satellite time, Hughes will handle distribution of hockey, football and basketball games as well as outdoor and indoor soccer matches. In all, he says, around 5,000 events will pass through Hughes's booking department this year.

To handle all the sports traffic, Hughes holds five full-time and two part-time transponders on the Telstar and Westar systems. Although Hughes sometimes requires as many as a dozen transponders, he says, it can get by on six by leasing additional time from carriers and resale carriers on an occasional-use basis. "You do need a certain amount of [satellite] inventory you can count on to get these events moved around."

Unlike other satellite networking companies, Hughes has found it can get by just fine without an extensive network of ground facilities. This is primarily due to the nature of Hughes's marketing. It has purposely eschewed the teleconferencing and program syndication businesses which demand extensive ground facilities.

According to Tagliaferro, Hughes intends to "stick to our bread-and-butter" of sports transmission business. To divert energies and resources into other markets, he says, might lead to a drop in the quality of Hughes's sports service and cause its sports business to suffer. "It could detract from something that has gone well for us over the years."

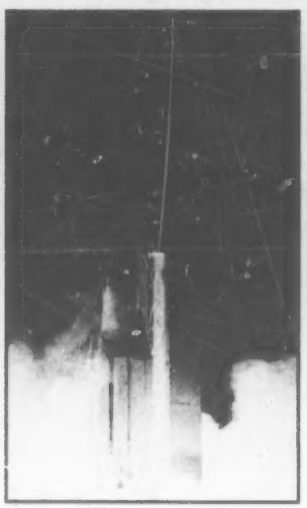
Netcom

When William Tillson founded Netcom three years ago, he thought he had a big advantage over other high-tech start-up companies: little money.

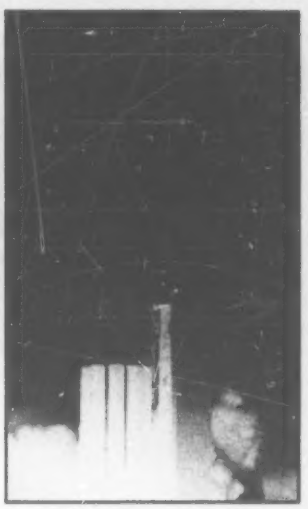
Netcom's 34-year-old president and chief executive officer said he jumped into the satellite networking business with just $15,000. "That forced us to be profitable very quickly," he says. After just three months of operation, Netcom turned a profit and "this year, when the company does $16 million, we will still make money." While other well-capitalized "second generation" satellite service companies foundered, he says, poorly capitalized Netcom prospered. "We learned

Comstar IV—March 1981

SBS II—Sept. 1981



RCA III—Nov. 1981



Satcom IV—Jan. 1982

manager of TVSC, agrees with Wold. "Satellite distribution is not appropriate in every case," he says. " Stations must strike a balance between satellite delivery of programing, purchasing a tape library and the traditional tape bicycling. It is important for the producer, station and distributor to work together to determine the most efficient and sensible method of delivery for each program."

Ever since that Brewers-Rangers game in 1975, satellite transmission of live sports events for local broadcasters, broadcast and cable networks and closed-circuit promoters has been a big business. Such transmissions are primarily the province of Hughes Television Networks, Wold Communications and Bonneville Telecommunications/Satellite

how to do the business on profits."

Another key to Netcom's success is Robert Patterson, who cut his teeth at Hughes and who was instrumental in establishing Wold Communications as a satellite networking force. (While at Wold, he says he "conceived and arranged" the satellite transmission of the Milwaukee Brewers-Texas Rangers baseball game in 1975 that marked the start of the current era of satellite television distribution.) When Patterson became disenchanted with his role at Wold in the summer of 1981, he joined Netcom as part owner and operational head. "Bill is good at cutting deals and making arrangements and running an organization," Patterson says. "We combined that with my expertise, contacts and credibility."

Netcom started out primarily in the satellite teleconferencing business, but expanded rapidly into providing services for cable and broadcast programers. Through some creative joint ventures and contractual arrangements, it has established an extensive terrestrial network including fixed uplinks in Los Angeles and Atlanta, four transportable uplinks and some 300 transportable downlinks. Its space "inventory" now includes three transponders on Satcom IV, two on Satcom I-R and one on Westar V.

As Tillson readily admits, he is ambitious and if Netcom goes bust one day it won't be because it wasn't aggressive enough. Tillson said Netcom is ready to challenge Wold, TVSC and Bonneville for a hunk of the satellite syndication business and to pour a certain percentage of those profits into co-producing programing.

Public Service Satellite Consortium

The Public Service Satellite Consortium was established by colleges, hospitals, associations and other nonprofit institutions to put communications satellites to work for them. The PSSC was successful, providing information and producing satellite teleconferences for its members.

In the early 1980's, says President Elizabeth Young, PSSC found that an increasing number of entities that were calling it for information or help in videoconferencing were nonmembers and, indeed, for-profit corporations. Thus, she says, PSSC formed a for-profit subsidiary in 1981, Services by Satellite Inc. (SatServ), on the assumption that it would be a "more appropriate" vehicle for serving for-profit clients.

In PSSC's fiscal 1983, SatServ generated around $1 million in revenues, doubling the 1982 total. It's list of satellite videoconferencing clients included Pan American Airways, IBM, Petro-Lewis Securities and Sieber-McIntyre. Interest in satellite videoconferencing is steadily increasing, Young says. PSSC and SatServ produced 35 satellite videoconferences last year, she says, and this year SatServe alone is expected to handle around 30.

Besides its expertise at videoconferencing, which was acquired over seven years of producing them, the chief assets of PSSC and SatServ are an earth station and production studio in Denver and a transportable uplink based in the city. The transportable has been leased to a variety of commercial and noncommerical clients, including ABC, ESPN, NBC Sports and Minnesota Public Radio.

According to Young, SatServ's principal project now is the establishment of the Campus Conference Network—downlinks at colleges and universities that are willing to serve as receive-sites for the PSSC and SatServe videoconferences. So far, she says, 22 schools have signed and another 40 or so are expected to be on board by the start of the fall semester. The schools have to pay for the downlinks and provide the site's conference facilities, but she says they will be compensated with a share of the videoconferencing revenues.

TVSC

Group W's Television Videotape Satellite Communications (TVSC), in different incarnations and under different names, has been duplicating and distributing syndicated programing for a long list of clients for the past quarter century. From the firm's early days in the basement of KDKA-TV Pittsburgh, the distribution was accomplished through the "bicycling" of videotapes.

"But four or five years ago," says George Sperry, TVSC's vice president and general manager, "we decided that if we didn't get in the satellite delivery business, we were going to one day ask ourselves the question: 'Where did the parade go?' "

Not wanting to be left behind, Sperry says, TVSC, which is still based in Pittsburgh, began using the satellites and today about 30% of its traffic goes over the birds. One way or another, TVSC distributes about 325 hours of programing each month, which TVSC claims is more than 60% of all syndicated programing hours.

Although Sperry expects satellites to play an increasing role in syndicated program distribution, he doesn't believe it will ever play the lone role. It will always be more economical and practical to deliver certain well-worn off-network programing, which can be aired any time, by videotape, he says. "I am very optimistic about what is going to happen. Satellite distribution is going to grow by leaps and bounds, but it will never totally replace videotape."

TVSC has delivered its share of

Systems Division. The three are responsible for bouncing thousands of events off satellites each year.

Another anniversary. While Western Union celebrates the 10th anniversary of the launch of Westar I, the International Telecommunications Satellite Organization celebrates the 20th anniversary of its formation. On Aug. 20, 1964, representatives of 11 nations formed Intelsat with the goal of building a worldwide satellite network. Intelsat launched its first satellite, the Hughes-built Early Bird in April 1965, and now operates a global satellite network of 15 satellites and 767 earth stations. The meeting of the 108 signatories of Intelsat in Washington today (April 9), according to an Intelsat spokesman, officially marks "the opening" of the anniversary year.

Closing In On Closed Circuit

Possessing the ability to scramble satellite signals, Videonet, a Glendale, Calif.-based satellite services company, has over the past two years transmitted seven professional boxing matches to closed-circuit theaters across the country. The lastest transmission occurred March 31, according to David Badoud, national marketing manager. Videonet uplinked the featherweight fight between Juan LaPorte and Wilfredo Gomez from Roberto Clemente Coliseum in San Juan, P.R., to 25 locations around the U.S.

The scrambling of closed circuit events, as Videonet found out last November, is a precarious business with little margin for error. The Nov. 10 fight between Marvin Hagler and Roberto Duran had "to go in the clear," Badoud says, because of the failure of technicians at a key New York closed-circuit location—one of 330—to descramble the satellite signal. To insure that the location received its feed, he says, the fight's promoter, Top Rank, ordered Videonet not to scramble the signal shortly before the opening bell, he says. As a result, some of the local closed-circuit promoters, who lost money on the fight, are balking at paying Top Rank, he says.

Videonet has been using Oak's Orion system to scramble its feeds for two very good reasons: Orion has been the only system available and Oak has been the majority owner of Videonet. But things are changing. A group of private investors was to complete the purchase of Videonet last week while M/A-COM and others are aggressively marketing a low-cost alternative to Orion, Badoud says. Videonet is investigating those alternatives, he says.

Videonet also appears to be losing its lock on the closed-circuit transmission business. William Tillson, president of Netcom, a growing multifaceted satellite services company, says Netcom is in the process of purchasing M/A-COM's Videocipher II system and expects delivery of the equipment by the end of the year. Looking ahead, Tillson sees plenty of competition. "I think when you break the $250 per decoder barrier, you will see a lot of people in there."

The Biggest News In News

With the possible exception of the ENG camera and recorders, nothing has made a greater impact on the gathering of news for television than satellites. Network and local news programs have been greatly enhanced by the ability to import economically via satellite video clips and news reports from anywhere in the country. Some local stations are passive receptors of news material put on the satellites by news syndicators, freelancers and cooperatives, but others have set

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teleconferences, special events and news via satellite, but the syndicated programing seems to be TVSC's future as well as its past. To handle the different kinds of traffic, TVSC maintains elaborate facilities for the duplication, playback and storage of tapes. The operations center in Pittsburgh has tape machines in virtually every format in use today. It has transmit-receive earth stations in Los Angeles and Pittsburgh and access each year to 21,900 hours of transponder time on Westar V and Satcom IV.

VideoStar Connections

VideoStar Connections Inc. does "not try to be all things to all people," says Jim Black, executive vice president of the Altanta-based satellite services company. "All we try to do is provide a transparent channel for the message. We are just like Federal Express: Tell us where to pick up [the video] and we will deliver it anywhere in the world."

According to Black, videoconferencing now accounts for about 60% of the company's business. In 1983, he says, VideoStar handled around 150 of the events, which varied radically in size. Annual revenues of the closely held company—Taft Broadcasting and Ed Taylor of Satellite Syndicated Systems are investors—exceed $10 million, he says.

In the foreseeable future, VideoStar plans to concentrate on transmissions of special events—news, entertainment, videoconferences—and stay away from the highly competitive business of handling syndicated programing, Black says. The latter is a "cutthroat" business based primarily on pricing, he says. "How do you differentiate your tape spinning and satellite uplinking from somebody's else's?" he asks. "It's the cheapest price and to hell with anything else."

Special events transmission is far less competitive, he says, because only a few firms can do it well. The service requires special skills and "very competent personnel."

What distinguishes VideoStar from some other satellite service firms is its commitment to Ku-band technology. Because there is no terrestrial usage of the band, Ku-band satellite signals can be uplinked or downlinked from virtually any location. It's an attribute that is particularly valuable in news gathering and one that VideoStar highlights in its promotion literature. VideoStar has 2 Ku-band portable uplinks and, under a tailor-made tariff with Satellite Business Systems, what amounts to a full-time Ku-band transponder on the SBS satellite system.

Its next addition to its Ku-band network will be a teleport in Washington. Last February, VideoStar and Pyramid Video, Washington, announced that they had formed a joint venture, the National Teleport, to install and operate two five-meter Ku-band earth stations atop the National Press Building in the city.

Wold Communications

In the realm of satellite networking services, Wold Communications is the original. On Aug. 9, 1975, it broke new ground in video transmission when it fed a baseball game between the Milwaukee Brewers and Texas Rangers from Milwaukee County Stadium to KXAS-TV Fort Worth via satellite.

Unsure about the orbiting microwave relay stations, Chairman Robert Wold recalls, the company, which was just four years old at the time, set up a redundant terrestrial network in case it failed. It didn't and Wold has never been unsure about satellite communications since.

Indeed, the medium propelled his company into prominence. Wold continued to siphon off sports transmission business from Hughes Television, long established in the industry, and expanded into the distribution of news, cable programing, special events and syndicated broadcast programing. The growth of the company, which is now about 20% owned by Cox Broadcasting, has been rapid. Between 1980 and 1983, Wold says, revenues tripled from around $10 million to $30 million.

Wold and Hughes were the industry's first resale carriers. They bought big chunks of satellite capacity on the Westar system at wholesale rates and used it for their services or resold it to broadcasters and others in small quantities at retail rates. Wold now holds nine full-time tranponders and, on occasion, will lease time on other transponders if the job calls for it.

Wold plans to hold its position in sports and news, Wold says, while putting an accent on handling syndicated programing. Wold is congregrating most of the syndicated fare on one satellite (AT&T's Telstar 301) and calling the package the Wold Satellite TV Network. The Wold Network now includes 28 recurring television programs and news services as well as occasional motion pictures and specials. Nearly 20 program distribution companies now make use of the Wold facilities.

Wold maintains operation centers in New York, Washington and Los Angeles which are linked with earth stations in Little Fall, N.J.; Fairfax Station, Va., and the ABC television center in Hollywood, respectively.

up permanent bureaus in Washington and sent reporters and crews across the state or across the country to send back live or taped reports via satellites.

For spot news, the transportable earth stations, which have proliferated rapidly over the past few years, have proved an invaluable tool. Regardless of where in the country the news occurs, a transportable can be dispatched to the scene and be operating, within a day in most cases.

Jim Black, executive vice president of VideoStar Connections, tells of CBS News's order for one of VideoStar's transportables at noon on March 29 to cover the destruction caused by a string of tornadoes in North Carolina and South Carolina. VideoStar immediately sent one of its Atlanta-based units to Bennettsville, S.C. It arrived in time to beam live reports from the ravaged town during the *CBS Morning News*. CBS's bill, including the charge for satellite time on SBS, came to less than $6,000, according to Black.

Wold says he handles six syndicated news services. Telepictures' Newscope provides "feature material" that broadcast stations can weave into their local newscasts. The stories are transmitted twice a week—one hour each Friday and a half-hour each Saturday. Group W's Newsfeed, Wold says, provides harder news and more of it—around eight-and-a-half hours a week–through the Wold facilities to its clients.

The "whole area of news exchanging" is growing, says Wold. "News departments at local stations have a hell of a lot of stuff that they never would have had in the pre-satellite era." The trend is particularly evident in sports news. "Stations will have highlights from sporting events all over the country that are being picked up off satellites. You'll see the Chicago Cubs playing in St. Louis in Washington an hour after the game is over," he says.

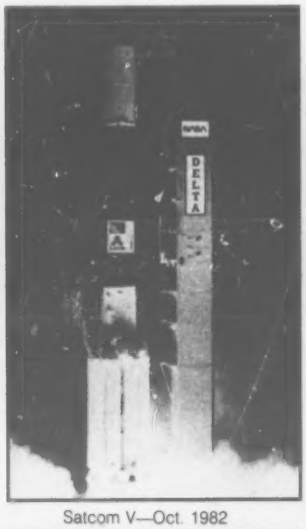
DBS Is The Latest Wrinkle

Communications satellite and earth station technology matured so rapidly during the 1970's that satellite-to-home broadcasting became feasible. Eight companies have been authorized by the FCC to build high-power satellites capable of beaming television pictures and other types of electronic information to home earth stations with dishes as small as two-and-a-half feet in diameter (see chart, page 50). So far, Comsat's Satellite Television Corp. is the only one of the group to begin construction of its satellites and make the attendant financial commitment. How many of the others will go as far is anybody's guess.

What the market will be like for direct broadcast satellites is also uncertain. STC and the others intend to serve a large portion of the between 20 million and 30 million homes that are expected never to be wired for cable. But that potential market may have shrunk considerably by the time STC gets its high-power satellites in orbit in 1986. United Satellite Communications Inc., a start-up company backed by General Instrument and Prudential Insurance, found that some of the late-model domestic communications satellite were powerful enough to deliver pay television to one-meter earth stations. It acquired a transponder on Telesat Canada's Anik C-II domestic satellite and began offering a five-channel service to a 24-state area over the Northeastern U.S in

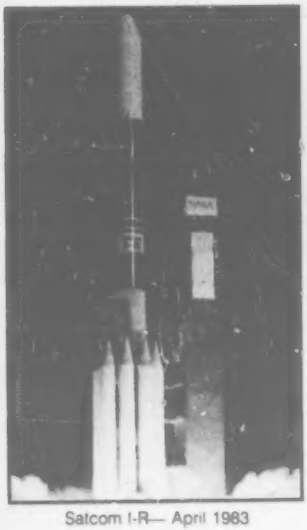
Westar IV—Feb. 1982

Westar V—June 1982



Satcom V—Oct. 1982

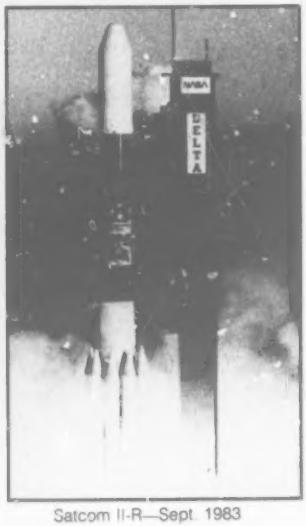
SBS III—Nov. 1982



Satcom I-R— April 1983

Galaxy I—June 1983

Telsta 301—July 1983



Satcom II-R—Sept. 1983

vember 1983. Sensing the threat months earlier, STC decided to use SBS IV, set for launch this August, to offer a similar service beginning late this year while it waited for its high-power birds to be completed.

When RCA and Western Union launched their first Satcoms and Westars a decade ago, they thought the satellites would be principally used for voice and data traffic. Although that usage didn't develop then, it may now.

Deveoping Voice And Data

Having let the bulk of the video and audio business slip away, Western Union is now aiming at the voice and data market. Western Union's Ragan believes there is a lot of money to be made in providing private network service for major corporations. "We believe we are in a unique position to provide that kind of service," he says. "We have abilities in terrestrial local distribution and long-haul transmissions and also we have the satellite element. We can answer the question of the last mile. If we can't do it with a customer-premise earth station, we can do it with microwave or cable."

Westar I may serve as the symbol of a new era of telecommunications. But what ever became of the "golden spike of the skies?" It ended nine years of service—two more than anticipated—during the spring of 1983 as a back-up for Westar II. During the week of April 18, 1983, Western Union technicians used the Westar I's remaining on board fuel to boost the retired bird into a new orbit 40 miles higher to keep it from colliding with other geostationary satellites.

It's not a bad fate for a satellite. According to a Western Union spokesman, the satellite now drifts slowly westward, passing over the United States twice a year "in an eternal orbit." □

Next in line. Technicians at RCA Astro-Electronics are putting the finishing touches on Space-net I, a satellite built for GTE Spacenet Corp., and preparing the bird for delivery to Kourou, French Guiana, where it will be launched into geostationary orbit aboard the Ariane expendable rocket on May 22. The satellite is unlike any other in orbit, having both C-band and Ku-band transponders. It has the equivalent of 36 transponders.

One of the satellite's primary users will be GTE Sprint. To accommodate the long-distance telephone company, GTE Spacenet is constructing and will operate a $100-million earth station network. But, according to GTE Spacenet's Michael Jeye, the satellite will serve a number of video users.

Programing

'V' and 'Pompeii' highlight May sweeps

Specials, mini-series and original episodes of series on networks' slate

As expected, the three major networks are rolling out their big guns to prepare for the Arbitron and Nielsen May sweeps. The battle plan calls for a heavy slate of expensive mini-series, specials, blockbuster theatricals and original episodes of regular series programs. Although network programing heads at advertising agencies note that none of the known schedule looks as titilating as the mini-series all three networks ran in the February sweeps, most expect upcoming mini-series like ABC's *The Last Days of Pompeii* and NBC's *V: The Final Battle* to attract wide audiences.

And as has been network policy for the past several years, much of the regular series programing in the May sweeps will be original product that has been saved from going on the air until next month. ABC is planning to run new episodes of *Dynasty*, on top of the first-time broadcasts that come from such new product as *a.k.a. Pablo* and *Two Marriages*—although program watchers openly wonder if these programs, due to their poor reception by the public, will make it to the May sweeps. ABC's *Shaping Up*, which replaced *Oh Madeline!* in the Tuesday 9:30-10 p.m. slot will go off the air at the end of April and be replaced by new episodes of *Oh Madeline!*. (*Shaping Up* may return as a summer replacement series.) ABC also is planning special episodes for *Three's Company*, *Happy Days* and *Webster*, the last which is scheduled to have its final episode on Friday, May 4.

Based on reports from the networks, advertising agencies and station representative firms, a preliminary May schedule has begun to shape up. The schedule is only tentative, however, and networks can—and do—make programing changes at any time.

Among the CBS series expected to be all original episodes are *Suzanne Pleshette is Maggie Briggs*, *American Parade*, *One Day At a Time*, *Mama Malone* and two episodes of *Alice*. Among NBC series, the list includes *TV Bloopers*, *Double Trouble*, *Duck Factory*, *People Are Funny* and *Mama's Family*.

CBS leads off the May sweeps with a television premiere of "Being There," the *CBS Wednesday Night Movie* on May 2, at 8-11 p.m. On Thursday, May 3, at 9-11 p.m., CBS will forego its usually strong lineup of action/adventure and drama series in favor of a two-hour *Country Comes Home* special, featuring Glen Campbell and other country entertainers.

On Friday, May 4, NBC takes out its regular lineup to premiere the theatrical, "The Changeling," at 9-11 p.m. And on Saturday, May 5, CBS broadcasts a Bugs Bunny special at 8-8:30 p.m. as a lead-in to a repeat broadcast of the theatrical, "The Wiz," from 8:30 p.m. to 11 p.m.

But the real network battles do not begin until Saturday, May 6, when ABC runs *The Last Days of Pompeii* head-to-head over a three-day period against NBC's *V: The Final Battle* ("Closed Circuit," March 12). ABC takes the lead by opening *Pompeii* one hour ahead of *V* on Saturday, May 5, but the following two nights *Pompeii* and *V* are running against each other between 9 p.m. and 11 p.m.

CBS returns with another Bugs Bunny special on Saturday, May 12, at 8-8:30 p.m., and the following Sunday, May 13, NBC will premiere the made-for-television movie, *Family Secrets*, at 9-11 p.m., which stars Stephanie Powers, Maureen Stapleton and Melissa Gilbert.

Monday, May 14, is another night ABC and NBC are going head-to-head with special programing. ABC is scheduled to broadcast an *ABC Theater* presentation called *The Dollmaker*, starring Jane Fonda. NBC plans to go with the *19th Annual Academy of Country Music Awards* opposite *The Dollmaker*.

NBC tentatively plans to run regular series programing over the next four days—May 15-18.

Tuesday, May 15, sees CBS programing *Anatomy of an Illness* at 9-11 p.m., a made-for-television movie about former *Saturday Review* editor Norman Cousins' fight with a debilitating illness and featuring Ed Asner in the lead role.

On Wednesday, May 16, the *CBS Wednesday Night Movie* is *Kim*, starring Peter O'Toole. It's a three-hour broadcast from 8 p.m. to 11 p.m.

The following Thursday night sees CBS again pre-empting its strong lineup of regular series programing in favor of carrying the annual *Miss U.S.A.* pageant. CBS will also forego on May 18 its usually strong Friday night lineup to premiere the theatrical "Outland," starring Sean Connery. NBC will repeat the theatrical, "Dressed to Kill," opposite it.

CBS makes a substitution in the 8-9 p.m. Saturday slot, which this past season has been the berth of *The Dukes of Hazzard*, and slips in a one-hour repeat special, *Classic Creatures: Return of the Jedi*.

Sunday, May 20, and Monday, May 21, see ABC and NBC compete in their second major programing battle of the month. Start-

ing on Sunday at 7-7:30 p.m., NBC will air a half-hour animated special, *The Smurfic Games*, featuring the Smurf characters participating in Greek-style Olympic games. It will be followed by a repeat of another half-hour special, *The Berenstain Bears' Easter Surprise*. From 8 p.m. to 10 p.m. that night, NBC will feature its main presentation—the first part of a mini-series called *The First Olympics: Athens 1896*. And ABC will run the first half of its mini-series, *Mystic Warrior*, from 8 p.m to 11 p.m. Later that night, from 10 p.m. to 11 p.m., NBC is scheduled to broadcast a Dean Martin roast.

On Monday, May 21, NBC airs the second part of its mini-series, *The First Olympics*, from 8 p.m. to 11 p.m., while ABC starts an hour later with the conclusion of *Mystic Warrior*.

The *CBS Tuesday Night Movie* on May 22 features George Segal and Morgan Fairchild in *The Zanny Adventures of Robin Hood*. The following two nights, May 23-24, ABC pre-empts its regular lineup to run a premiere of the theatrical, "Prince of the City," starring Treat Williams.

Wednesday, May 23, at 8-9 p.m., NBC is planning to carry the *30th Anniversary College Bowl National Championship* live from Ohio State University.

On Friday, May 25, NBC will premiere a made-for-television titled *Summer Fantasies* from 9 p.m. to 11 p.m. It will star Dorothy Lyman from NBC's *Mama's Family*, Ted Shackelford from CBS's *Knots Landing* and Michael Gross from NBC's *Family Ties*.

The television premiere of the theatrical "Xanadu," starring Olivia Newton-John, is scheduled to run on Saturday, May 26, from 9 p.m. to 11 p.m. On Sunday, from 9 p.m. to 11 p.m., ABC Sports will present the annual Indianapolis 500. NBC will premiere a two-hour pilot in the same period, *No Man's Land*, starring Stella Stevens.

On Monday, May 28, NBC is scheduled to carry a Bob Hope birthday special, from 9 p.m. to 11 p.m. Hope will be 81. *The Screen Actors' Guild 50th Anniversary Special* is scheduled to be carried by CBS on Tuesday, May 29, in the 9-11 p.m. slot usually reserved for the weekly *CBS Tuesday Night Movie*. The following night, Wednesday, May 30, the *CBS Wednesday Night Movie* will feature the television premiere of the

"Oz" helps give CBS the week

CBS won the 27th week of the 1983-84 season by 1.4 of a rating point over ABC and three rating points over NBC. According to Nielsen's National Television Index, CBS won the weekly prime time ratings with an average 17.4 rating and 28 share compared to a 16/26 for ABC and a 14.4/23 for NBC.

CBS won Monday, Thursday, Friday and Sunday nights while ABC took Wednesday and Saturday and NBC won Tuesday. Seven of the top 10 shows belonged to CBS, but ABC's *Dynasty* was the top ranked show of the week, perhaps due to the pre-emption of *Dallas* in favor of CBS's perennial broadcast of the "The Wizard of Oz", which was ninth in the week's ratings.

The combined network share for the week was 77, down from an 84 for the comparable week in 1983—although last year's combined share might have been inflated due to ABC's *Thorn Birds* mini-series.

In the evening news wars, CBS maintained its lead with a 13/23 for the *CBS Evening News With Dan Rather*, while NBC's *Nightly News* placed second with 11.1/20 and *World News Tonight* on ABC came in third with 10.6/19.

In season-to-date averages, CBS has the lead with 18.1/28, followed by ABC with 17.2/27 and NBC with 15/25.

The week ended April 1, night by night:

■ CBS's win for Monday, March 26, was based on the strength of its regular series programing and the second episode of *Kate & Allie* which ranked eighth for the week, averaging 20.6/31 (the week before it was fourth).

■ Tuesday night was NBC's. Fueled by its strong lineup of *A-Team, Riptide and Remington Steele*, it rolled up a 30.8 average share. The second outing for CBS's *American Parade* garnered an 11/17, the same rating it achieved in its premiere broadcast.

■ ABC won Wednesday night with an average share of 35.1, more than 10 share points ahead of second-place NBC for the night and nearly 18 share points ahead of CBS, which carried the Democratic presidential debate. The debate attracted a 10.4/16, and was no competition for a rerun of *Fall Guy* on ABC (20/32) or *Real People* on NBC (15.7/25). The top rated program of the week, *Dynasty*, attracted a 25.2/39, while a rerun of *Hotel* following it drew a 19.8/34.

■ Thursday night reverted to CBS with its lineup of action and drama shows. It won with an average 38 share, while ABC and NBC nearly tied with 21.3 and 21.5 shares respectively. All three of CBS's Thursday night shows—*Magnum, P.I., Simon & Simon* and *Knots Landing*—ranked in the top 100.

■ CBS's broadcast of "The Wizard of Oz" drew a 34 share, the same as last year. It was the 18th time "Oz" had been broadcast on CBS, and the 26th time it had been seen on network TV. (NBC carried it in 1968-75.)

■ Saturday night was the closest race among the three networks for the week, although ABC managed to win with an average share of 25.3. However, CBS's *Mike Hammer* beat out ABC's *Fantasy Island* by six share points with an average 17.1/31.

■ Although CBS won Sunday night with its regular lineup, the 9-11 period went to NBC and its made-for-TV movie *Flight 90: Disaster*, which averaged 20.4/32. ABC's made-for-television movie, *Samson & Delilah*, which played opposite it, averaged a 16/26.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.2/39
2.	Simon & Simon	CBS	25.0/39
3.	A-Team	NBC	24.4/37
4.	Magnum, P.I.	CBS	23.6/37
5.	Knot's Landing	CBS	23.3/38
6.	60 Minutes	CBS	22.6/38
7.	Newhart	CBS	21.0/32
8.	Kate & Allie	CBS	20.6/31
9.	Wizard of Oz	CBS	20.4/34
10.	Flight 90: Disaster	NBC	20.4/32
11.	Fall Guy	ABC	20.0/32
12.	Cagney & Lacey	CBS	19.9/35
13.	Matt Houston	ABC	19.8/35
14.	Hotel	ABC	19.8/34
15.	TV's Bloopers, Practical Jokes	NBC	18.7/28
16.	Scarecrow & Mrs. King	CBS	18.6/28
17.	Hardcastle & McCormick	ABC	18.6/28
18.	Riptide	NBC	17.8/28
19.	Mike Hammer	CBS	17.1/31
20.	Terrible Joe Moran	CBS	17.1/28
21.	Three's Company	ABC	17.1/26
22.	20/20	ABC	16.6/27
23.	Samson and Delilah	ABC	16.5/26
24.	Alice	CBS	16/.5/25
25.	Foulups, Bleeps & Blunders	ABC	16.4/25
26.	Jeffersons	CBS	16.4/24
27.	Remington Steele	NBC	16.0/27
28.	Diff'rent Strokes	NBC	15.8/27
29.	Silver Spoons	NBC	15.8/27
30.	Love Boat	ABC	15.7/26
31.	Real People	NBC	15.7/25
32.	Family Ties	NBC	15.7/24
33.	Anne Murray Special	CBS	15.6/26
34.	Hart To Hart	ABC	15.5/26
35.	Webster	ABC	15.5/25
36.	Trapper John, M.D.	CBS	15.4/26
37.	Shaping Up	ABC	15.4/24
38.	Gimme A Break	NBC	15.3/24
39.	Knight Rider	NBC	15.3/23
40.	Benson	ABC	15.2/26
41.	Masquerade	ABC	15.2/25
42.	Cheers	NBC	15.2/23
43.	St. Elsewhere	NBC	15.1/26
44.	Facts of Life	NBC	14.9/23
45.	People Are Funny	NBC	14.8/25
46.	T.J. Hooker	ABC	14.6/29
47.	a.k.a. Pablo	ABC	14.6/22
48.	Airwolf	CBS	14.5/24
49.	Best Kept Secrets	ABC	14.2/23
50.	Suzanne Pleshette Show	CBS	13.8/20
51.	Fantasy Island	ABC	13.7/25
52.	Night Court	NBC	13.7/21
53.	Automan	ABC	13.5/20
54.	Only When I Laugh	NBC	13.4/22
55.	Mama's Family	NBC	12.8/21
56.	Lottery	ABC	12.6/20
57.	Domestic Life	NBC	12.5/18
58.	Hill Street Blues	NBC	12.4/20
59.	Buffalo Bill	NBC	11.7/18
60.	Ripley's Believe It or Not	ABC	11.5/19
61.	I Was A Mail Order Bride	CBS	11.0/17
62.	American Parade*	CBS	11.0/17
63.	Master	NBC	10.8/18
64.	That's Incredible	ABC	10.8/17
65.	Dukes Of Hazzard	CBS	10.2/17
66.	Yellow Rose	NBC	9.7/17
67.	We Got It Made	NBC	8.3/14
68.	Yellow Rose, special	NBC	9.7/17
69.	First Camera	NBC	5.5/9

*indicates premiere episode

1.48 kw aur.; HAAT: 567 ft., and ant. height above ground: 495 ft. Address: PAC 580, Sangamon State University, Springfield, Ill. 62708. Applicant is nonprofit corporation organized to operate noncommercial educational broadcast stations and consisting of eight educational institutions, four businesses and one public broadcasting station. It is headed by Gordon Millar, chairman. Various corporation members also have interest in Illinois stations *WCBU(FM) and *WTVP(TV), both Peoria; *WSSR(FM) Springfield; *WIUM(FM) Macomb; WJPT(TV) Jacksonville; *WWQC(FM) Quincy, and WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart, Ind.; KTTC(TV) Rochester, Minn., and WVVA(TV) Bluefield, W.Va., and are permittees for ch. 22 Macomb, Ill. Filed March 22.

■ Greenville, Miss.—Chester Smith seeks ch. 44; ERP: 2,698 kw vis., 269.8 kw aur.; HAAT: 794 ft., and ant. height above ground: 778 ft. Address: 408 Cannon St., Greenville, Miss. 38701. Applicant owns Mound Bayou Cable TV, Cable TV of Tchula, Grambling Cable TV and Interchange Cable TV, and is app. for new TV at Vicksburg, Miss. Filed March 6.

■ *Omaha—Trinity Translators Inc. seeks ch. 48; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 417 ft., and ant. height above ground: 317 ft. Address: 9132 Park Dr., Omaha. Applicant is nonprofit corporation organized under state of Nebraska and headed by Dennis Trip, president, construction contractor. It is affiliated with Christian Broadcasting Network Inc., Trinity Broadcasting Inc. and Nebraska Educational TV, and has no other broadcast interests. Filed March 22.

Ownership changes

Applications

■ WMOB(AM) Mobile, Ala.—(1360 khz, 5 kw-D)—Seeks assignment of license from Beacon Broadcasting Inc. to Buddy Tucker Enterprises Inc. for $395,000, comprising $25,000 cash, $112,350 note, and $257,700 assumption of seller's note. Seller is 100% owned by Quality Media Corp., media broadcast consultant and equipment seller. It is owned by Bill Kitchen and his wife, Carolyn (93%), and James E. Slaughter (7%). All three are involved in operation of Quality Media. Beacon also owns WZRA(AM) Chattanooga, and is applicant for LPTV CP on ch. 53 at Colorado Springs. Quality Media has CP for new AM at Pago Pago, American Samoa. Buyer is equally owned by Theodore D. Tucker and wife, Dorothy Levaughn Tucker (50% each). Tucker is director of overseas broadcasting for seller and general manager of WMOB. He has no other broadcast interests. Filed March 21.

■ KJOI(FM) Los Angeles (98.7 mhz, 75 kw, HAAT: 1,180 ft.)—Seeks transfer of control of CCLA Communications Inc., a California Corporation, from CCLA Communications Inc., a Delaware Corporation, to Noble Broadcast Consultants Inc. for $18,500,000 cash, including $250,000 noncompete agreement (see "In Brief," March 26). Price is record for stand-alone FM. Seller, wholly-owned subsidiary of Beatrice Foods Co., is radio program consultancy firm and radio syndicator based in San Diego and headed by John Lynch, president. It also owns XETRA-AM-FM Tijuana, Mexico (San Diego). Buyer is principally owned by Edward J. Noble Sr., president (49%), who has no other broadcast interests. Filed March 20.

■ WQIK-AM-FM Jacksonville, Fla. (AM: 1320 khz, 5 kw-U; FM: 99.1 mhz, 100 kw, HAAT: 620 ft.)—Seeks assignment of license from Rowland Broadcasting Inc. to Jacor Broadcasting of Florida Inc. for $4,950,000, comprising $1,500,000 cash, $3,450,000 note and $50,000 noncompete agreement. Seller is equally owned by Marshall W. Rowland, president (50%), and wife, Carol (50%). They also own WOXM-AM-FM Gordon, Ga., and 50% of applicant for new LPTV on ch. 53 at Vero Beach, Fla. Buyer is wholly owned subsidiary of Cincinnati-based Jacor Communications Inc., public company of more than 300 stockholders headed by Terry S. Jacobs, president and chairman (26.9%). Parent company owns WVOI(AM) Toledo, Ohio; WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md.; WURD(FM) Georgetown, Ohio, and WKYG(AM)-WQAW(FM) Parkersburg, W. Va. Filed March 22.

■ WLKF(AM) Lakeland, Fla. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Kelly Communications Inc. to Chapman S. Root Revocable Trust for $470,000, comprising $445,000 cash and $25,000 note and including $30,000 noncompete agreement. Seller is owned by James C. McCrudden, president (59.3%), and 12 others. It also owns KJEZ(FM) Poplar Bluff, Mo.; KTGR(AM)-KCMQ(FM) Columbia, Mo., and WOWD(FM) Tallahassee, Fla., and some of its stockholders also have interest in WJQI(AM) New Bern, N.C. Buyer is wholly owned by Chapman S. Root, trustee, and is licensee of WVFM(FM) Lakeland, Fla.; WNDB(AM)-WWLV(FM) Daytona Beach, Fla., and KMVT(TV) Twin Falls, Idaho. Root is businessman and investor who formerly owned Coca-Cola bottler distributorship. He has no other broadcast interests. Filed March 23.

■ WAZA(AM) Bainbridge, Ga. (1360 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Sowega Broadcasting Inc. to Vision Communications Inc. for $207,000, comprising $40,000 cash, $93,000 assumption of debt and balance in note. Seller is equally owned by Roy Simpson, president (50%), and Don Kirksey (50%). Simpson is general manager at WAZA. Kirksey owns and runs Don Kirksey Ford, car dealership in Bainbridge. Buyer is equally owned by Austin L. Phillips, president (25%), and wife, Janet M. (25%), and by Fred H. Smalley (25%) and wife, P. Janet (25%). They have no other broadcast interests. Filed March 23.

■ WGTF(FM) Nantucket, Mass. (93.5 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from American Wireless Corp. to C.C.N.B. Corp. for $750,000 cash plus $300,000 noncompete note. Seller is owned by John H. Garabedian, president (95%), and David O'Leary (5%). Garabedian also owns 90% of permittee for WETR-TV Marlborough, Mass., and is beneficiary of trust holding shares in licensee of WTTP(AM) Natick, Mass. O'Leary is director of permittee of WGTR-TV Marlborough, Mass. Buyer is owned by Bruce N. Harris, president (10%), Maurice B. Wyman (20%), Michael D. O'Neil (20%), Pamela K. Harris (10%), Daniel C. Hostetter (20%) and Michael P. Wyman. Harrises are married and Wymans are brothers. None have other broadcast interests. Maurice and Michael Wyman are restaurant owners. O'Neill is attorney with O'Neill and Kenney, law firm in Hyannis, Mass. Harris will be operations manager for WGTF. Hostetter is restaurant owner and real estate developer. Filed March 23.

■ KMWR-FM Vandalia, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Vancom Inc. to Clarcom Inc. for $150,000 cash. Seller is principally owned by William E. Ott (93%), radio engineer. He has no other broadcast interests. Buyer is owned by B. John Clark (61%) and Brenda J. Clark (39%), husband and wife, who have no other broadcast interests. They own donut shop in Pittsfield, Ill. Filed March 7.

■ KATQ-AM-FM Plentywood, Mont. (AM: 1070 khz, 5 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 34 ft.)—Seeks transfer of control of Stallard Broadcasting Inc. from Harold L. Stallard and wife, Peggy V. Stallard (each 44% before, none after) to their son, Bill E. Stallard (6% before, 94% after) for $105,000 cash. Bill Stallard's wife, Cheryl, owns other 6% of company. Seller is Perry, Kan., farmer with no other broadcast interests. Buyer is president of Stallard and general manager of KATQ-AM-FM. He is 10% applicant for new FM at Bozeman, Mont., and 10% limited partner of permittee of new TV on ch. 7 at Bozeman. If FM app. is granted, he will give up interest in new TV. Filed March 15.

■ WDBS(FM) Durham, N.C. (107.1 mhz, 3 kw, HAAT: 295 ft.)—Seeks assignment of license from Classic Ventures Ltd. to Airways Inc. for $750,000 cash, plus four noncompete agreements of $60,000 each. Seller bought station two years ago for $475,000 (see "Changing Hands," Aug. 16, 1982). It is owned by Howard A. Wilcox, president (25%), Thomas L. Swatzel (25%), Jerry W. Oakley (25%) and William McDonald III (25%). Swatzel (40%) and Oakley (30%) own WIRC(AM)-WXRC(FM) Hickory, N.C. Wilcox is general manager of WDBS. Oakley is president and general manager of WIRC-WXRC. McDonald is mayor of Hickory. Swatzel is Hickory businessman. Buyer is owned by Richard G. Glover, president (40%), Robert Eisner Jr. (30%) and Ray Livasy (30%). It also owns WDUR(AM) Durham, N.C. Glover's wife, Julia, owns 51% of WCCR(AM) Urbana, Ill. Filed March 22.

■ WKBQ(AM) Garner, N.C. (1000 khz, 1 kw-D)—Seeks assignment of license from Edjoux Inc. to Christopher C. Maggio for $300,000, comprising $80,000 cash and $220,000 note, and including $10,000 noncompete agreement. Seller is owned by Edward Paul, retired, and family, who have no other broadcast interests. Buyer is Chesapeake, Va., owner of soft drink vending machine company. He has no other broadcast interests. Filed March 19.

■ [CP]WNBB(FM) Grifton, N.C. (99.3 mhz, 3 kw, HAAT: 266 ft)—Seeks assignment of license from Hornet Broadcasting Inc. to Campbell-Hauser Corp. for $70,000 cancellation of note. Seller is wholly owned by Mark S. Manafo, president, who also owns 25% of KLRR(AM)-KLMC(FM) Leadville, Colo. Buyer, owned by Vann Campbell (75%), William J. Bunn (15%) and James A. Rochelle (10%), is licensee of WGTM(AM) Wilson, N.C. Filed March 23.

■ KITX(FM) Hugo, Okla. (95.3 mhz, 1.6 kw, HAAT: 400 ft.)—Seeks assignment of license from DLB Broadcasting Corp. to Harold E. Cochran for $340,000, comprising $125,000 cash and $215,000 note, plus $10,000 noncompete agreement. Seller is equally owned by David L. Boyd, president (33.3%), Leona F. Boyd, his mother (33.3%), and William E. Davis (33.3%). It also owns KITO(FM) Vimita, Okla., and its principals are applicants for new FM at Monte Vista, Colo. Buyer also owns KKBI-FM Broken Bow, Okla. Filed March 19.

■ WKBM-TV Caguas (San Juan) and WSUR-TV Ponce, both Puerto Rico (ch. 11; 200 kw vis., 39.8 kw aur.; HAAT: 1,178 ft.; ant. height above ground: 243 ft.; WSUR-TV: ch. 9; 57.5 kw vis., 7.2 kw aur.; HAAT: 2,775 ft.; ant. height above ground: 276 ft.)—Seeks chapter 11 transfer of control of American Colonial Broadcasting Corp. from American Stockholders (100% before, none after) to Television Broadcasting Corp. (none before, 100% after) for approximately $7,600,000, comprising $5 million cash at closing plus $1,125,000 on second anniversary of closing, and $100,000 each on third, fourth and fifth anniversaries, plus assumption of bankruptcy claim and other considerations. Seller is owned by family of late Ralph Perez Perry: widow, Zaida Ramirez (50%); daughters, Zaida and Ingrid, and son, Rafael (16⅔% each). It also owns WCAD(FM) San Juan, P.R., which will be spun off to existing stockholders before transfer of control is completed. Buyer is owned by Joaquin A. Villamil, president (19.23%); Telepictures Corp. (49.04%); Video Tape Systems Inc. (24.04%), and John Semack (7.69%). Telepictures last year bought KMID-TV Midland, Tex. ("Changing Hands," Oct. 17, 1983). Owners of Video Tape Systems, Panamanian corporation, also have interests in daily newspaper published in Caracas, Venezuela. Villamil and Semack have no other broadcast interests. Villamil is San Juan real estate developer and Semack is N.Y. investor. Filed March 16.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz, 100 kw, HAAT: 758 ft.)—Seeks transfer of control of WWKX Inc. from Ronald L. Bledsoe (100% before, none after) to Group 3 Broadcasting Inc. (none before, 100% after) for $6,500,000 cash, including $300,000 consultancy fee paid $150,000 each of two years. Application is contingent upon transfers of control that will assign license for WWKX from Sumner County Broadcasting Co. to WWKX Inc. Seller also owns WHIN(AM) Gallatin, Tenn. Buyer is owned by Gordon K. Smith, president (42.5%), Sumner & Hewes (42.5%), John R. Lease (10%), R. Frank Boulware (2.5%) and Marilyn Jennings (2.5%). Sumner & Hewes is law partnership of William Sumner and Nancy B. Hewes. Smith is co-owner of Smith/McNeal Inc., advertising agency in Atlanta, where Jennings is adminstrative secretary. Lease is vice president and Boulware is assistant controller of WXIA-TV Atlanta. Sumner also owns interest in WGRI(AM) Griffin, Ga. Others have no broadcast interests. Filed March 23.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.